Breakthrough on broadcast deregulation
Special report on Football 1981

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The First 50 Years Of Broadcasting

1972

The Week in Brief

TOP OF THE WEEK

LONGER LICENSES ☐ Congress votes extensions to five years for radio, seven years for TV. Many elements of deregulation package dropped in compromise. **PAGE 27.**

IT'S MULHOLLAND ☐ Tinker chooses TV network chief to be president of NBC organization. Timothy will head NBC-TV. **PAGE 28.**

GIANT MERGER APPROVED ☐ FCC by 6-0 vote authorizes $646-million union of Westinghouse and Teleprompter. **PAGE 29.**

MIXED BAG IN SECOND QUARTER ☐ Earnings for eight broadcasting companies are off very slightly, affected by softness in nonbroadcast areas. **PAGE 32.**

WARINESS ABOUT DBS ☐ FCC group, studying 14 bids for interim operation, asks applicants for more information. Commission takes cautious approach and says it wants to keep all options open. **PAGE 33.**

SPECIAL REPORT

PRICE TAG: $210 MILLION ☐ Broadcasters will pay that for right to cover pro and college gridiron action in 1981. It's relatively small increase over 1980 total, due to stability from multiyear network contracts that carry through this season. **PAGE 40.**

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WASHINGTON NEWS BUREAUS ☐ Helped by satellite technology, local stations across nation are blending national and local coverage. It's also creating reporter overpopulation problems at Capitol and White House. **PAGE 46.**

BUSINESS

NEWS SALES HORIZON ☐ CBS/Broadcast Group sets up international division under John Eger. **PAGE 58.**

WORDS BY MILLER, MUSIC BY REAGAN ☐ Designated FTC chairman thinks commission should retain antitrust authority for time being, let marketplace reign, and keep hands off all but fraudulent and deceptive ad claims. **PAGE 58.**

MEDIA

UNION OF UNIONS ☐ American Federation of Television and Radio Artists pushes for merger with Screen Actors Guild. AFTRA's Wolff also says there have been informal talks with American Guild of Musical Artists. **PAGE 60.**

PROGRAMING

NAB READIES FOR CHICAGO ☐ Fourth annual programing conference Aug. 16-19 expected to be sellout. Agenda expanded to include engineering sessions and slant on politics from FCC's Fowler. **PAGE 64.**

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CASE AGAINST COMPULSORY LICENSES ☐ MPAA's Valenti, NAB's Wasilewski and INTV's Land voice their opposition before Senate committee. **PAGE 67.**

TAB CALLED TOO STIFF ☐ Cable operators at U.S. Copyright Office hearing say systems are paying too much, contend payments should reflect actual availability of distant signals to subscribers. **PAGE 67.**

1972

THE 'BROADCASTING' YEARS ☐ In an election year, broadcasters fought off political broadcasting legislation. Running for re-election, Nixon turned his back on debates with McGovern. Citizen groups stepped up crusades for reforms in children's TV. The Justice Department filed antitrust suits against the networks to curb their so-called dominance in programing. **PAGE 75.**

PROFILE

THE WORLDS OF WORTH ☐ Networks and satellites have played key roles in Gary Worth's life since he was a teenager. On them, he has ridden to success as president of Wold Communications. **PAGE 101.**

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Football prices take short bounce up

Near stable figure due to multi-year TV network contracts; but drastic change is due in '82

A long hot summer without baseball began to give way to a seven-month season of football at the Hall of Fame game in Canton, Ohio, Saturday (Aug. 1).

In the forefront of the welcoming committee: America's strike-frustrated broadcasters with a $210,158,410 stake in football on the air.

That $210 million-plus is the total rights payment that networks, local stations and other sports organizations will pay to cover the action in the nation's stadiums this season.

Compared to last year's $207,241,350, the added $2.9 million seems to be only a slight increase. This is attributable to the virtually stabilized contracts between sports and the TV networks. The networks are currently in the last year of four-year contracts with the National Football League and the National Collegiate Athletic Association.

This year's plateau for network rights is viewed as the quiet before an explosion upwards in payments under new contracts. An NCAA two-network contract was announced just last week (see "In Brief"); upcoming negotiations by the National Football League Players Association to get a fixed portion of NFL gross revenues should up 1982 pro radio-TV contracts substantially.

BROADCASTING's annual survey of the networks, colleges, and professional clubs breaks down the 1981 radio-TV rights package this way:

- $199,255,000 from the television and radio networks for college and professional games. This figure remained constant with last year's.
- $6,455,000 from local radio stations or rights holders to NFL preseason and regular season games. This represents a tremendous leap from last year's figure of $4,507,500.
- $1,248,000 for local TV rights for NFL preseason games; another area that demonstrated almost across-the-board price hikes, compared to last year's $829,000.
- $3,230,417 for local radio and delayed TV rights to schools and colleges, a substantial gain over 1981's figure of $2,679, 850.

Taking a look at the networks' fees this season, ABC-TV will pay the NCAA an estimated $31.5 million for college games, $46 million to the NFL for preseason and *Monday Night Football;* $12 million for its NFL prime time mini-series; $1.5 million for the Pro Bowl and $200,000 for last week's Hall of Fame game.

CBS-TV will pay $51 million for its coverage of the NFL's National Football Conference games in preseason, regular season, playoffs and conference championship. This is in addition to the $6 million for the Super Bowl coverage. (CBS-TV alternates coverage of the Super Bowl each year with NBC-TV.)

NBC will pay $45 million to cover the NFL's American Football Conference during preseason, regular season, playoffs, and conference championships.

ABC, CBS, Mutual and NBC are spending more than $6 million in payments for the radio networks' coverage of college and pro games. Most of that money is attributed to the four-year contract renewal signed by CBS early in 1980 with the NFL. The contract runs through 1983 for a total of $12.1 million.

Here is how the radio and television networks expect to use the rights they bought for this season:

ABC-TV was scheduled to open its football season last Saturday (Aug. 1) with the AFC-NFC Hall of Fame game from Canton, Ohio, between the Cleveland Browns and the Atlanta Falcons, at 3:30 p.m. Two other preseason games are also on ABC's pro schedule: Los Angeles at San Diego on Friday, Aug. 21, at 9 p.m., and Washington at New England on Sunday, Aug. 30, at 12:30 p.m.

ABC's regular-season NFL schedule, like last year's, encompasses 16 *Monday Night Football* telecasts plus one Sunday-night and three Thursday-night games. The regular-season opener will be San Diego at Cleveland on Sept. 7; like all other Monday-night games it will start at 9.

The Thursday prime time specials will be Pittsburgh at Miami on Sept. 10 and Philadelphia at Buffalo on Sept. 17, both at 8:30 p.m., and Cleveland at Houston on Dec. 3 at 9 p.m. The Sunday prime time special will be Los Angeles at Dallas on Oct. 18 at 9 p.m.

ABC's *NCAA Football* coverage of college games, normally on Saturday afternoons, will open in prime time on Sept. 5, with Alabama versus Louisiana State, starting at 9 p.m. Another college game to be nationally televised is Stanford-Purdue a week later, on Sept. 12, at 3 p.m.

In all, *NCAA Football* will again include 13 national and 45 regional Division 1-A appearances, with each market receiving 23 games during the regular season.

Among postseason college games, ABC will carry the Gator Bowl on Dec. 28 and the Sugar Bowl on Jan. 1.

ABC officials reported last week that the NFL games are more than 80% sold and the college games about 65% sold. In the NFL games, 30-second spots are priced at an open rate of $125,000 each, or at $115,000 each if bought for both the 1981 and 1982 seasons. In the NCAA games the pricing is $60,000 per 30-second announcement on the open rate or an average of $54,000 each for two years.

Among advertisers signed for ABC's NFL games are Miller Brewing (through Backer & Spielvogel), Datsun (William Esty Co.), Chevrolet trucks (Campbell-Ewald), Buick (McCann-Erickson), Kere-Sun imported Japanese space heater (Young & Rubicam), Hewlett Packard (Wilton, Coombs & Colnett) and All State Insurance (Leo Burnett Co.). Advertisers in NCAA games on ABC include Chevrolet (Campbell-Ewald), Miller beer (Backer & Spielvogel), Anheuser-Busch (D'Arcy, MacManus & Masius), Schlitz beer (J. Walter Thompson Co.) and Texaco (Benton & Bowles).

CBS-TV's schedule opens with two NFL preseason games: Dallas at Los Angeles on Saturday, Aug. 15, at 9 p.m. NYT, and Houston versus Dallas on Saturday, Aug. 29, at 8:30 p.m. The regular-season lineup includes 101 games, opening with five regional broadcasts on Sunday, Sept. 6, at 1 p.m. NYT.

CBS will present eight doubleheaders, the first on Sept. 20, and three national telecasts during the regular season: Chicago at Dallas on Thanksgiving Day (Nov. 26) at 3 p.m.; Minnesota at Detroit on Saturday, Dec. 12, at 4 p.m., and Dallas at the New York Giants on Saturday, Dec. 19, at 12:30 p.m.

CBS's postseason lineup starts with a

What major schools get from local-regional radio and local TV

Conference	*Teams*	*Radio stations*	*TV stations*	*Total rights*
Atlantic Coast Conference	8	324	5	$233,000
Big Eight	8	227	28	302,767
Big Ten	10	367	26	508,500
Pacific Ten	10	124	21	587,000
Southeastern	10	804	62	568,500
Southwest	9	200	8	250,000
Western Athletic	9	69	9	214,500
Others and independents	61	876	102	566,150
Totals	**125**	**2,891**	**261**	**$3,230,417**

Local radio's pre- and regular-season NFL coverage

Team	*Originator*	*Regional network, games scheduled; rights holder*
AFC East		
Baltimore Colts	WCBM Baltimore	Regional net. of 21; four preseason games and 16 regular season games; station holds rights.
Buffalo Bills	WBEN Buffalo	Regional net. of approximately 11; four preseason games and 16 regular season games; station holds rights.
Miami Dolphins	WIOD Miami	Regional net. of 16; four preseason games and 16 regular season games; station holds rights.
New England Patriots	WEEI Boston	Regional net. of 40; four preseason games and 16 regular season games; station holds rights.
New York Jets	WCBS New York	No regional net.; four preseason games and 16 regular season games; station holds rights.
AFC Central		
Cincinnati Bengals	WLW Cincinnati	Regional net of 45; four preseason games and 16 regular season games; station holds rights.
Cleveland Browns	WHK Cleveland	Regional net of 42; five preseason games and 16 regular season games; station holds rights.
Houston Oilers	Texas State Network (KTRH Houston)	Regional net of 100; four preseason games and 16 regular season games; Texas State Network holds rights.
Pittsburgh Steelers	WTAE Pittsburgh	Mutual net of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.
AFC West		
Denver Broncos	KOA Denver	Regional net. of 42; four preseason games and 16 regular season games; station holds rights.
Kansas City Chiefs	KCMO Kansas City	Regional net. of 70; four preseason games and 16 regular season games; Mutual Broadcasting holds rights and is handling network.
Oakland Raiders	KGO San Francisco	Regional net. of about 25; four preseason and 16 regular season games; KGO holds local rights; KNX(AM) holds rights for Southern California, Arizona, New Mexico and Nevada. Lombard Associates holds rights outside Bay area; Bob Speck Productions holds rights for other states.
San Diego Chargers	KSDO San Diego	Regional net. of 13; four preseason games and 16 regular season games; stations hold rights.
Seattle Seahawks	KIRO Seattle	Regional net. of 47; four preseason games and 16 regular season games; station holds rights.

Team	*Originator*	*Regional network, games scheduled; rights holder*
NFC East		
Dallas Cowboys	KRLD Dallas	Games will be fed to Mutual Southwest Network; four preseason games and 16 regular season games; station holds rights.
New York Giants	WNEW New York	Regional net. of 30; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
Philadelphia Eagles	WIP Philadelphia	Regional net. of 24; four preseason games and 16 regular season games; station holds rights with Metro Communications Sports handling network.
St. Louis Cardinals	KMOX St. Louis	Regional net. of approx. 50 stations; four preseason 16 regular season games; station holds rights.
Washington Redskins	WMAL Washington	Regional net. of approx. 100; four preseason games and 16 regular season games; station holds rights.
NFC Central		
Chicago Bears	WBBM Chicago	No regional net.; four preseason games and 16 regular season game; station holds rights.
Detroit Lions	WJR Detroit	Regional net. of 45; four preseason games and 16 regular season games; station holds rights.
Green Bay Packers	WTMJ Milwaukee	Regional net. of 75; four preseason games and 16 regular season games; station holds rights.
Minnesota Vikings	WCCO Minneapolis-St. Paul	Regional net. of approximately 25; four preseason games and 16 regular games; station holds rights.
Tampa Bay Buccaneers	WDAE Tampa, Fla.	Regional net. of 36; four preseason games and 16 regular season games; Taft Broadcasting Co. holds rights.
NFC West		
Atlanta Falcons	WGST Atlanta	Regional net. of approximately 100; four preseason games and 16 regular season games; Mutual Broadcasting System holds rights.
Los Angeles Rams	KMPC Los Angeles	Regional network of 20; four preseason games and 16 regular season games; station holds rights.
New Orleans Saints	WGSO New Orleans	Regional network of 40; four preseason games and 16 regular season games; Insilco Sports Network holds rights.
San Francisco 49ers	KCBS San Francisco	Regional net. of 18; four preseason games and 16 regular season games; station holds rights.

first-round NFC playoff game on Sunday, Dec. 27. Then come the NFC divisional playoffs on Saturday and Sunday, Jan. 2 and 3, 1982, the NFC championship on Sunday, Jan. 10, and the Super Bowl at the Silverdome in Pontiac, Mich., at 4 p.m. Sunday, Jan. 24.

CBS officials declined to say what price tag they had hung on the Super Bowl, but other sources said it was approximately $345,000 per 30-second announcement, easily eclipsing the record set a year ago when NBC priced Super Bowl 30's at $275,000. When CBS had the championship game in 1980, the price was $234,000.

CBS-TV will also again present *NFL Today*, a pregame, half-time and postgame program, on each game day.

Among the postseason college games, CBS will present the Blue-Gray All Star game Dec. 25, the Sun Bowl Dec. 26, the Peach Bowl Dec. 31, the Cotton Bowl Jan. 1 and the East-West Shrine game Jan. 9.

CBS officials declined to discuss pricing, but other sources estimated that regular-season pro games were being offered at an average of about $100,000 per 30-second announcement, up from about $80,000 last year. Regular-season advertisers were said to include Anheuser-Busch (through D'Arcy, MacManus & Masius), Miller beer (Backer & Spielvogel), All State Insurance (Leo Burnett), Radio Shack (Central Advertising), Volkswagen (Doyle Dane Bernbach) and Ford (J. Walter Thompson Co.).

The CBS Radio Network begins its fourth year—and the second year of a four-year contract—carrying the games on Sept. 7 with San Diego at Cleveland at 8:50 p.m. NYT. CBS will broadcast 36 NFL regular season and Monday-night games, and all of the 10 postseason playoff games this year.

Among advertisers signed for CBS Radio's NFL coverage are: Ace Hardware (D'Arcy-MacManus & Masius), Anheuser-Busch (D'Arcy-MacManus & Masius), CBS-TV Entertainment Division (Doyle, Dane Bernbach/West), True

Local TV preseason NFL coverage

AFC East

Team	*Originator*	*Regional network, games scheduled; rights holder*
Baltimore Colts	WMAR-TV Baltimore	Regional net of six; three live games, one tape delay; station holds rights.
Buffalo Bills	WKBW-TV Buffalo	Regional net. of two; two live games; station holds rights.
Miami Dolphins	WPLG-TV Miami	No regional net.; two live games, two tape delay; station holds rights.
New England Patriots	WBZ-TV Boston	No regional net.; two live games; station holds rights.
New York Jets	WNEW-TV New York	No regional net; two live games, two tape delay; station holds rights.

AFC Central

Team	*Originator*	*Regional network, games scheduled; rights holder*
Cincinnati Bengals	WLWT Cincinnati	Regional net. of three; three live games, one tape delay; station holds rights.
Cleveland Browns	WKYC-TV Cleveland	No regional net.; two live games; station holds rights.
Houston Oilers	KPRC-TV Houston	Regional net. of three; two live games, one tape delay; station owns rights.
Pittsburgh Steelers	WPXI-TV Pittsburgh	No regional net.; two live games, one TBA; station holds rights.

AFC West

Team	*Originator*	*Regional network, games scheduled; rights holder*
Denver Broncos	KOA-TV Denver	No regional net.; three live games; station holds rights.
Kansas City Chiefs	KCMO-TV Kansas City	No regional net.; two live games, two tape delay; station holds rights.
Oakland Raiders	KRON San Francisco	Feeds two other stations; one tape delay, two other TBA; Bob Speck Productions holds rights.
San Diego Chargers	KGTV San Diego	No regional net.; four live games; station holds rights
Seattle Seahawks	KING-TV Seattle	No regional net.; four live games; station holds rights.

NFC East

Team	*Originator*	*Regional network, games scheduled; rights holder*
Dallas Cowboys	KXAS-TV Dallas-Ft. Worth	No regional net.; four tape delay games; Nevin Lyerly Productions, Austin, Tex. holds rights.
New York Giants	WPIX New York	No regional net; four preseason games, status TBA; station holds rights.
Philadelphia Eagles	WCAU-TV Philadelphia	No regional net.; three live games; station holds rights.
St. Louis Cardinals	KSDK-TV St. Louis	No regional net.; three live games; Anheuser-Busch holds rights.
Washington Redskins	WJLA-TV Washington	Regional net. of 10; three games tape delay; station holds rights.

NFC Central

Team	*Originator*	*Regional network, games scheduled; rights holder*
Chicago Bears	WBBM-TV Chicago	No regional net.; two live games, two tape delay; station holds rights.
Detroit Lions	WJBK-TV Detroit	No regional net.; two live games, two tape delay; station holds rights.
Green Bay Packers	WBAY-TV Green Bay	Regional net. of six; three live games, one tape delay station holds rights.
Minnesota Vikings	WTCN-TV Minneapolis-St. Paul	Regional net of three, two live games; two tape delay; Twin City Federal Savings & Loan Association holds rights.
Tampa Bay Buccaneers	WTOG-TV St. Petersburg-Tampa, Fla.	No regional net.; one live game, three tape delay; station holds rights.

NFC West

Team	*Originator*	*Regional network, games scheduled; rights holder*
Atlanta Falcons	WTBS-TV Atlanta	No regional net.; two live games, two tape delay; station holds rights.
New Orleans Saints	WWL-TV New Orleans	Regional net. of nine; one live game, two tape delay; station holds rights.
Los Angeles Rams	KTTV Los Angeles	No regional net.; two games tape delay (one will air on CBS-TV, other on ABC-TV), two games will be live if sold out, station holds rights.
San Francisco 49ers	KPIX San Francisco	Feeding one other station one live game, two tape delay; station holds rights.

Value hardware stores (Christenson, Barclay & Shaw), General Motors-Buick Motor Division (McCann-Erickson), Homelite Division of Textron (Henderson Advertising), International Harvester (Tatham Laird & Kudner), Levi Strauss (Foote, Cone & Belding/Honig), State Farm Insurance (Needham Harper & Steers), Stewart-Warner Corp. (Brand Advertising) and Union Carbide (Young & Rubicam).

CBS Radio will carry three of the college bowl games: the Sun Bowl on Dec. 26; the Cotton Bowl on Jan. 1; and the Senior Bowl on Jan. 16. Additionally, the network will air a Cotton Bowl preview on Dec. 31. On Aug. 31, CBS Radio will present a six-part series, *NFL Preview*, featuring Hank Stram and Jack Buck. The show runs through Sept. 5.

NBC-TV opens its schedule Saturday, Aug. 22, with the first of two preseason games, Dallas versus Pittsburgh at 9 p.m. NYT. The other preseason contest will be the following afternoon, Philadelphia against New Orleans at 1 p.m.

NBC-TV's regular-season schedule of 102 games kicks off Sunday, Sept. 6, with a doubleheader offering of regional games including Baltimore against New England at 1 p.m. and Houston against Los Angeles at 4 p.m. The schedule also includes seven other doubleheader Sundays and three national telecasts: Detroit versus Kansas City on Thanksgiving Day, starting at 12:30 p.m.; Cleveland versus New York Jets on Saturday, Dec. 12, also at 12:30, and Buffalo versus Miami on Saturday, Dec. 19, at 4 p.m.

NBC-TV's postseason coverage will start with the AFC wild-card playoff on Sunday, Dec. 27. AFC divisional playoffs are scheduled for Saturday and Sunday, Jan. 2 and 3, with the divisional winners meeting for the AFC championship on Sunday, Jan. 10.

NBC-TV again has three college bowl games, this time all scheduled on Jan. 1: the Fiesta at 1:30 p.m., the Rose at 4 p.m., and the Orange at 8 p.m.

Spots in NBC-TV's AFC games are priced at $80,000 per 30 seconds, up from an average $70,000 last year. For the playoffs, the price averages $140,000 per 30, about the same as a year ago. For the AFC championship it goes to $170,000 per 30, up from $140,000 last year.

Among major advertisers in both the AFC games and the playoffs are Alcoa (through Creamer, Dickson, Basford), Anheuser-Busch (D'Arcy, MacManus & Masius), Chrysler (Kenyon & Eckhardt), Miller beer (Backer & Spielvogel), Pontiac (D'Arcy), Schlitz beer (J. Walter Thompson Co.), Lincoln-Mercury (Young & Rubicam), Mazda (Foote, Cone & Belding), Radio Shack (Central Advertising) and United Airlines (Leo Burnett).

Alcoa, Anheuser-Busch, Chrysler, Miller, Schlitz, Radio Shack and United Airlines are also among major advertisers in NBC-TV's coverage of the AFC championship game.

In the postseason college games, NBC is pricing 30-second announcements at $50,000 in the Fiesta Bowl, $170,000 in the Rose Bowl and $150,000 in the Orange Bowl. These prices compare with last season's $45,000, $150,000 and $130,000, respectively.

NBC officials say it's too early for firm commitments in the Rose and Orange Bowl coverage but that advertisers set for the Fiesta Bowl include All State Insurance (Leo Burnett), International Business Machines (Doyle Dane Bernbach), Miller beer (Backer & Spielvogel), RCA (Burnett) and Toyota (Dancer-Fitzgerald-Sample).

NBC Radio will again carry two college bowl games—the Fiesta and Rose, both on Jan. 1. A spokesman said rates and advertisers were not yet available.

Mutual will begin its 14th year of Notre Dame football coverage this fall, covering 11 contests. In addition MBS will broadcast five other major college games for a total of 16. On a regional basis, Mutual also will carry a total of 63 college games of the Southwest Conference on a total of 250 stations.

The network's college bowl lineup in 1981 will be the Holiday Bowl in San Diego on Dec. 13; the Gator Bowl in Jacksonville, Fla., on Dec. 28; the Liberty Bowl in Memphis on Dec. 29 or 30; the Hall of Fame Classic in Birmingham, Ala., on Dec. 31 and the Orange Bowl in Miami on Jan. 1.

On the professional side, Mutual will provide national coverage of 16 NFL games on Sunday afternoon, with each preceded by a 15-minute pregame show starting at 3:45 p.m. NYT. Last year Mutual carried on a regional basis the games of the Dallas Cowboys. This year, in addition to the Cowboys, Mutual will provide regional hookups for the Pittsburgh Steelers, the Atlanta Falcons and the Kansas City Chiefs.

There will be a total of 20 games for each of the teams.

Also on the local scene:

Advertisers, from car dealer associations to major beer companies, seemed to flock to both local TV and radio stations carrying the games with even greater intensity and speed than last year.

The majority of local rights holders surveyed by BROADCASTING reported that sales were ahead of those for 1980 and were close to being completed.

A spokesman for WTMJ(AM) Milwaukee pointed out that "selling the Green Bay Packers' games is never a problem" because of a tremendous fan loyalty. The Packers are folk heroes in Wisconsin, he added. WTMJ, now in its 50th year of originating the games, has made 90% of its sales to date with a variety of advertisers including Pabst beer, Ford dealers, True Value hardware stores, Jay's potato chips, Hillshire Farms (sausages) and John Deere (local dealers group).

Green Bay's WBAY-TV has been carrying the Packers games for seven years and General Manager Tom Kittinger said that sales are up 100%. He said: "There seems to be more regional money around this year." The Toyota Dealers Association and Pabst are among the major sponsors for the TV games.

In terms of volume and dollars, WKYC-TV Cleveland said it was "ahead of the pace" of last year for the Browns games. With over half of the advertising sold, the station's biggest sponsor for the games is the Genesse Brewing Co. WKYC-TV attributed the added excitement on the part of the advertisers to a good 1980 season in which the Browns won the NFC's Central division.

Joe Lewin, general sales manager of

Network Lineups

ABC-TV

Hall of Fame Game	Aug. 1
NFL preseason games	Aug. 21
NCAA college games	Sept. 5
NFL Monday Night Football	Sept. 7
NFL prime time miniseries	Sept. 10
Pro Bowl	Jan. 31
Gator Bowl	Dec. 28
Sugar Bowl	Jan. 1
Hula Bowl	Jan. 9

CBS-TV

NFC preseason games	Aug. 15
NFC regular season games	Sept. 6
NFC divisional playoffs	Jan. 2
NFC championship	Jan. 10
Blue-Grey game	Dec. 25
Sun Bowl	Dec. 26
Peach Bowl	Dec. 31
Cotton Bowl	Jan. 1
East-West Shrine	Jan. 9
Super Bowl	Jan. 24

NBC-TV

AFC preseason games	Aug. 22
AFC regular season	Sept. 6
AFC divisional playoffs	Jan. 2
AFC championship	Jan. 10
Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1
Orange Bowl	Jan. 1

CBS Radio

Package of 36 NFL games various times including Monday-night games, and all post-season games.	various times
Sun Bowl	Dec. 26
Cotton Bowl	Jan. 1
Senior Bowl	Jan. 16

Mutual Radio

NFL games	Sept. 6
Notre Dame games, NCAA wildcards	various times
Holiday Bowl	Dec. 13
Gator Bowl	Dec. 28
Liberty Bowl	Dec. 29 or 30
Hall of Fame Classic	Dec. 31
Orange Bowl	Jan. 1

NBC Radio

Fiesta Bowl	Jan. 1
Rose Bowl	Jan. 1

WLWT(TV) Cincinnati, said: "We've been very successful sellers." Among the local sponsors for the Bengals games are Anheuser-Busch and Toyota. Lewin said that so far, over 70% of the games have been sold.

Detroit Lions' station WJR(AM) reports about 75% of the games sold. Top advertisers are Anheuser-Busch, Ford Motor, Denny's restaurants, True Value hardware and SEMTA (Southeast Michigan Travel Association).

Jack Clemens, vice president, sports division at Mutual Broadcasting, described sales for Kansas City Chiefs' games as "fairly good, about 65% sold out," and cited these major sponsors: Budweiser, Motorcraft, Merement (mufflers) Allied Vans, Alliance Manufacturing, Homelite and Pro Hardware.

In Philadelphia, sales in both TV and radio for the Eagles games were reported as "excellent," with WCAU-TV sold out and radio close to that. At WIP(AM), the leading sponsors are TWA, Datsun, MAB Paint Co., Amtrak and Budweiser.

The Buffalo Bills games have just been sold out, according to spokesman at WBEN(AM) in Buffalo, N.Y.

WNEW(AM) in New York, announced that Budweiser, Manufacturers Hanover Trust, Toyota and TWA will sponsor New York Giants games. The last-named sponsor will offer a promotion for winning couples to fly to every away game.

WCBS(AM), again originating the New York Jets games, has sold approximately 70%, according to an official there. Some of the top sponsors are Eastern Airlines, Sony, Manufacturers Hanover Trust, Datsun and Budweiser.

Boston's WEEI(AM) listed Anheuser-Busch, Chevrolet and Nixdorf computers as principal advertisers for the New England Patriots games.

Advertiser interest in football continued to overlap into other program areas, namely in syndication. According to one television syndicator, Mike Vaughn, president of Pro Sports Entertainment, his programs, which include *Super Memories at the Super Bowl* and *NFL Review and Preview*, are sold out. Coors beer, Strohs beer, Michelin tires and Mazda Motors are among the sponsors.

Offering his views on the apparent selling success of most stations for football this season, David Halberstam, manager of the sports division at Katz Radio, noted that it's not just the traditional sports advertisers that are showing interest. He says "new categories of advertisers are looking at football, like computer companies." Halberstam, whose firm represents nine football teams, said this year two sponsors new to football are Cribari wine and Fuji film.

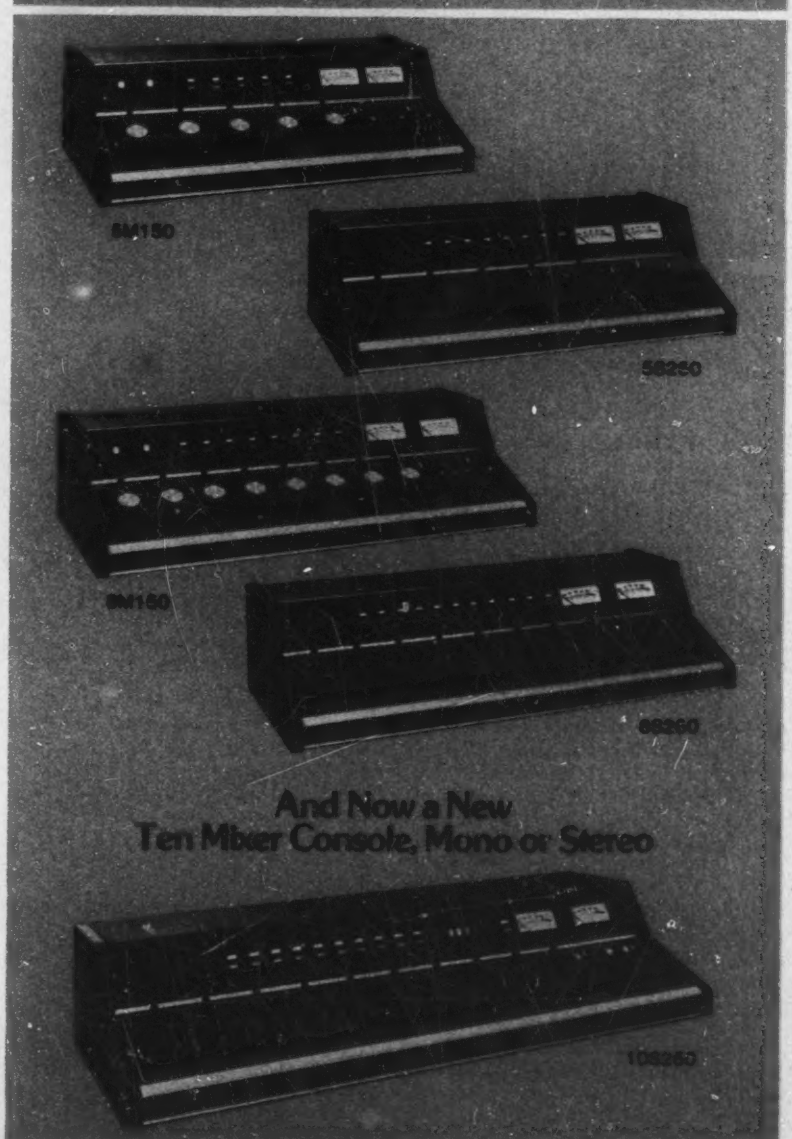
Mizlou Productions, New York, will handle six bowl telecasts this season (up from five in 1980): the Independence Bowl on Dec. 12 (8 p.m. NYT); the Garden State Bowl, Dec. 12 (12:30 p.m. NYT); the Holiday Bowl, Dec. 18 (9 p.m. NYT); Tangerine Bowl, Dec. 19 (8 p.m.); Hall of Fame Classic, Dec. 31 (2 p.m.), and Blue Bonnet Bowl, Dec. 31 (8 p.m. NYT).

The New Look in Audio Consoles

The new look in audio consoles is elegance! Freshly styled, with durable front panel graphics, fashioned control knobs, hardwood end panels, brushed stainless covers and superb audio from field proven modular electronics.

Audio performance? Exceptional! For both 150 and 250 series: Distortion .05% IM and THD from 30 Hz to 20 kHz at +18 dBm output with ±0.5 dB frequency response. Each mixer in every model has a preamp selectable for either microphone or high level plus a full complement of line, monitor, cue and headphone amplifiers...all plug-in. Choose from 10 different models, mono or stereo.

For more information, contact your local Broadcast Electronics distributor, or write for our new brochure.



BE BROADCAST ELECTRONICS INC.

Tomorrow's Moore (r) with Backe

Backe takes helm of production firm

Former CBS Inc. president joins Tomorrow Entertainment, New York, as president and chief executive

John D. Backe, former president and chief executive officer of CBS Inc., has joined Tomorrow Entertainment Inc., New York, as president and chief executive officer as part of an expansion effort that is expected to move Tomorrow into all phases of program production.

"We expect to be in series production, theatrical films, made-for-TV movies, cable television and videodisks," Backe said in an interview last week. "We're aiming to become a full-service production company."

Backe said since leaving CBS in May 1980, he had considered several corporate offers but wanted a return to involvement with product and product development. He said he had chosen to move to Tomorrow because of its reputation for innovative programing.

Tomorrow Entertainment is an autonomously operated subsidiary of Dancer Fitzgerald Sample, New York. It was founded in 1971 by Thomas W. Moore, one-time president of ABC-TV. Moore will continue as chairman of Tomorrow for two years and thereafter will be a consultant to the firm.

Tomorrow has concentrated its efforts on the production of television specials and made-for-TV feature films. Its programing has included *The Autobiography of Miss Jane Pittman, I Know Why the Caged Bird Sings, Judge Horton and the Scottsboro Boys, A War of Children* and *In This House of Brede*. The company has won 19 Emmy awards.

Backe was president and chief executive officer of CBS Inc. from 1977 until May 1980. Earlier he had been president of the CBS Publishing Group, starting in 1973.

He said Tomorrow has a permanent staff of 10 but the size will increase as it undertakes various production projects. He said he is looking forward to working with creative people.

PlayBack

Only good news. WMCA(AM) New York has launched *Naura's Good News*, one-hour program featuring upbeat news culled from newspapers and magazines throughout U.S. Scheduled on Saturday, 5-6 p.m., program spotlights actress-author Naura Hayden. Two weekly segments are "Good Old Days," which debunks belief life was better 10, 20 or 50 years ago, and "Naura's Good News Line," during which Hayden receives live telephone calls from radio stations across country to offer Hayden good news of their own.

□

Radio vs. TV. KAAY(FM)-KPLO(FM) in Little Rock, Ark., which joined forces with Storer Broadcasting's Riverside Cable last May for trimulcasting effort of stations' *Good Morning Little Rock*, are now "in the business of competing with local TV dollars," according to Phillip Zeni, vice-president, Multimedia Broadcasting Co. and general manager of those stations. Currently in its eighth week, program includes concerts featuring major recording artists videotaped in Little Rock. Throughout show's 13-week run Zeni hopes to prove, that, "The localness of radio is the one thing that makes it so distinctively different... from television."

□

First fives. The top five songs in **contemporary radio airplay,** as reported by BROADCASTING's *Playlist:* (1) *The Greatest American Hero* by Joey Scarbury on Elektra; (2) *Slow Hand* by the Pointer Sisters on Planet; (3) *I Don't Need You* by Kenny Rogers on Liberty; (4) *Hearts* by Marty Balin on EMI; (5) *The One That You Love* by Air Supply on Arista. The top five in **country radio airplay:** (1) *I Don't Need You* by Kenny Rogers on Liberty; (2) *Prisoner Of Hope* by Johnny Lee on Full Moon/Asylum; (3) *Too Many Lovers* by Crystal Gayle on Columbia; (4) *Rainbow Stew* by Merle Haggard on MCA; (5) *I Still Believe In Waltzes* by Conway Twitty and Loretta Lynn on MCA.

Ratings Roundup

With four winning nights and the seven top-rated shows, CBS-TV demolished its prime-time network competition for the week ended July 26, leading ABC-TV by more than three rating points and NBC-TV by more than four.

CBS came out with an average 15.9 rating and 31 share to ABC's 12.7/24 and NBC's 11.5/22.

Of the week's 65 programs, only nine were originals. Topping the original list and the week's highest-rated show was CBS's *Miss Universe Pageant* on Monday, scoring a 25.4/44. The only other original in the top-20 was ABC's *20/20* which came in eighth place with a 18.6/36.

During the week, CBS won Monday, Friday, Saturday and Sunday; ABC took Tuesday and Thursday, and NBC had its usual sole win on Wednesday.

The two documentaries ABC News offered that week both came in third for their time slots. Friday's *Kitty: Return to Auschwitz* repeat earned an 8.5/17 and an original *Social Security: Myths & Realities* brought a 10.6/20. At CBS, *Walter Cronkite's Universe* summer series on Tuesday scored only a 9.4/19.

The top-rated movie of the week was ABC's *City in Fear* rerun on Sunday (16.8/32). CBS's *Death Car on the Freeway* rerun a night earlier had the best movie share (16.6/34).

The First 20

1.	*Miss Universe Pageant*	CBS	25.4/44
2.	*The Jeffersons*	CBS	21.2/36
3.	*60 Minutes*	CBS	20.6/43
4.	*Dukes of Hazzard*	CBS	20.5/42
5.	*Dallas*	CBS	20.1/42
6.	*Trapper John, M.D.*	CBS	19.9/36
7.	*Alice*	CBS	19.9/34
8.	*20/20*	ABC	18.6/36
9.	*M*A*S*H*	CBS	18.3/35
10.	*Hart to Hart*	ABC	17.9/33
11.	*Facts of Life*	NBC	17.7/32
12.	*Quincy, M.E.*	NBC	17.4/31
13.	*Diff'rent Strokes*	NBC	17.0/32
14.	*One Day At A Time*	CBS	17.0/32
15.	*Three's Company*	ABC	16.9/32
16.	*City in Fear* (movie)	ABC	16.8/32
17.	*Death Car on the Freeway* (movie)	CBS	16.6/34
18.	*House Calls*	CBS	16.5/31
19.	*Archie Bunker's Place*	CBS	15.9/31
20.	*Taxi*	ABC	15.4/30

The Final Five

61.	*The Waltons*	CBS	9.1/19
62.	*ABC News Closeup: Kitty: Return to Auschwitz*	ABC	8.5/17
63.	*BJ & the Bear*	NBC	7.5/16
64.	*Games People*	NBC	6.9/14
65.	*These Amazing Animals*	ABC	5.0/10

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tucky—Reassigned UHF TV ch. 19 from Owensboro to Madisonville as that community's first commercial television assignment, substituted UHF TV ch. 48 at Owensboro, effective September 23 (BC Doc. 80-607). Action July 9.

■ Muncie, Ind.—Substituted UHF TV ch. 17 for UHF TV ch. 61 at Muncie as channel assignment reserved for noncommercial use, effective September 21 (BC Doc. 80-859). Action July 9.

■ Delhi, La.—In response to petition by Baker Broadcast Enterprises proposed assigning 93.5 mhz instead of 92.1 to avoid short spacing to Delhi as that community's first FM assignment, comments due September 21, replies October 13 (BC Doc. 81-437). Action July 9.

■ Tioga and Boyce, both Louisiana—Assigned 98.3 mhz to Tioga as its first FM assignment and substituted 102.3 mhz for 98.3 mhz at Boyce, effective September 23 (BC Doc. 81-100). Action July 9.

■ Middleton, Mass.—Assigned UHF TV ch. 62 to Middleton as its first TV ch. assignment, effective September 23 (BC Doc. 80-754). Action July 9.

■ Las Vegas and North Las Vegas, Nev.—Assigned 106.5 mhz to Las Vegas as its seventh FM assignment and 104.1 mhz to North Las Vegas as its first FM assignment, effective September 22 (BC Doc. 80-700). Action July 9.

■ Mt. Vernon, Ohio—Denied petition by Mt. Vernon Broadcasting Co. for reconsideration of Report and Order adopted July 30, allocating 98.3 mhz to Mt. Vernon, Ohio as its second FM assignment, and terminated proceeding (BC Doc. 80-22). Action July 20.

■ Redmond, Ore.—In response to petition by the Oregon Broadcasting Co. proposed assigning 102.9 mhz and 107.5 mhz to Redmond and proposed modifying license of KSBC(FM) Redmond, to operate on 102.9 mhz, channel originally sought by petitioner; or proposed assigning 98.3 mhz to Redmond which would eliminate need for station KSBC to change its operating frequency; ordered KSBC to show cause why its license should not be modified to operate on 102.9 mhz. Action July 9.

■ Blairsville, Pa.—Assigned 106.3 mhz to Blairsville as its first FM assignment, effective September 22 (BC Doc. 80-854). Action July 9.

■ Andrews and Pawley's Island, S.C.—Assigned 100.9 mhz to Andrews as its first FM assignment, with site restriction of three miles to prevent short-spacing with WWOM-FM, Sumter, S.C., effective September 14 (BC Doc. 80-701). Action July 13.

■ Tremonton, Utah—In response to request by Bear River Broadcasting Inc., proposed assigning either 100.7 mhz or 104.9 mhz to Tremonton as its first FM assignment, comments due September 14, replies October 5 (BC Doc. 80-512). Action July 13.

■ Montpelier, Stowe, Vergennes and Waterbury, all Vermont, and Moriah and Port Henry, N.Y.—Deleted 106.3 mhz from Moriah and assigned it to Vergennes; assigned 92.7 mhz to Montpelier; substituted 103.1 mhz for 101.7 mhz at Waterbury and assigned 101.7 mhz to Stowe; and assigned 92.1 mhz to Port Henry, N.Y., effective September 14. (BC Doc. 81-235). Action July 10.

Cable

Applications

■ Marco Communications Inc. for Houston, Tex. (4.6m; Prodelin; E3372).

■ H & R Management for Houston, Tex. (4.6m; Prodelin; E3374).

■ Wade-Bird & Associates Inc. for Houston, Tex. (4.6m; Prodelin; E3375).

■ Big Valley Cable vision Inc. for Manteca, Calif. (4.5m; Prodelin; E3376).

■ Clover Leaf Farms for Brookville, Fla. (7m; Microdyne, E3377).

■ Marco Communications Inc. for Houston, Tex. (4.6m; Microdyne; E3378).

■ Springs Valley Cablevision Corp. for French Lick, Ind. (5m; AFC; E3379).

■ Pinebelt Cablevision of Satsuma Inc. for Satsuma, Ala. (5m; S-A; E3382).

■ Fort Smith Cable TV Co. for Sallisaw, Okla. (5m; S-A; E3383).

■ Arizona State, Division of Emergency Services for St. Johns, Ariz. (5m; Unknown; E3384).

■ Continental Cablevision of New Hampshire Inc. for Portsmouth, N.H. (5m; Microdyne; E3385).

■ Mount Cities Cable TV Inc. for Mount Vernon, Tex. (5m; S-A; E3386).

■ Brigham City Associates for Brigham City, Utah (4.5m; Andrew; KG65).

■ Magic Valley Cable Vision Inc. for Twin Falls, Idaho (6m; RE Systems; KG71).

■ Uvalde Television Cable Corp. for Uvalde, Tex. (6m; Harris; KG91).

■ Cable TV of Durango for Durango, Colo. (5m; S-A; KH27).

■ LaFourche Communications Inc. for Thibodaux, La. (6.1m; Harris; KH66).

■ General Electric Cablevision Corp. for Biloxi, Miss. (5m; S-A; WF94).

■ Northwest Illinois Television Cable Co. for Galesburg, Ill. (4.5m; Andrew; WG91).

■ American Cablevision of Carolina Inc. for Spring Lake, N.C. (5m; S-A; WH48).

Grants

■ Blue Ridge Cable Television Inc. for Damascus township, Pa. (E3171).

■ Idyllwild Cablevision Inc. for Idyllwild, Calif. (E3200).

■ Carlsbad Cablevision for Carlsbad, Calif. (E3201).

■ Service Electric Cable TV Inc. for Allentown, Pa. (E3202).

■ United Cable Television Corp. of Michigan for Woodhaven, Mich. (E3204).

■ Satellite Cable TV Corp. for Scott AFB, Ill. (E3207).

■ Saline County Cable Television Inc. for Benton, Ark. (E3209).

■ Community Tele-Communications Inc. for Glenwood Springs, Colo. (E3210).

■ Community Tele-Communications Inc. for Monroe City, Mo. (E3211).

■ Nation Wide Cablevision Inc. for Poulsbo, Wash. (E3212).

■ Hi-Net Communications Inc. for New Iberia, La. (E3215).

■ Hi-Net Communications Inc. for Orlando, Fla. (E3216).

■ Century Cable of Northern California for San Pablo, Calif. (E3223).

■ Nor-Com Video Inc. for Adams, Wis. (E3232).

■ General Electric Cablevision Corp. for Watertown, N.Y. (E3233).

■ Nor Cal Cablevision Inc. for Paradise, Calif. (E3235).

■ Desert Hot Springs Cablevision Inc. for Desert Hot Springs, Calif. (E2338).

■ Telecable Inc. for Lake Odessa, Mich. (E3239).

■ American Cable Television Inc. for Lake Havasu City, Ariz. (KB87).

■ Communications Services Inc. for Lake Charles, La. (KD40).

■ RCA Alaska Communications Inc. for Eagle River, Alaska (KD50).

Call Letters

Applications

Call	Sought by
	New FM's
KMGQ	Goleta Communications Corp., Goleta, Calif.
WTHD	Flanagan, Flanagan and Cross Inc., Columbia, N.C.
KLIM	Ices Inc., Forks, Wash.
KSIT	Imperial Broadcasting Inc., Rock Springs, Wyo.
	Existing AM's
WMXY	WJBY Gadsden, Ala.
KZKZ	KEOS Flagstaff, Ariz.
KRMX	KAPI Pueblo, Colo.
WCBF	WINQ Tampa, Fla.
WBUD	WKXW Trenton, N.J.
WHKE	WEND Edensburg, Pa.
WSPP	WZUU Milwaukee
	Existing FM's
KRMX-FM	KAPI-FM Pueblo, Colo.
KKUZ	KPCG Joplin, Mo.
KBZQ	KKOZ Billings, Mont.
WXKG	WLIV-FM Livingston, Tenn.

Grants

Call	Assigned to
	New AM's
WWES	Erwin S. Solomon, Hot Springs, Ark.
WEKC	Williamsburg Broadcasting Inc., Williamsburg, Ky.
	New FM's
WXRS-FM	WSJ Radio Inc., Swainsboro, Ga.
KMDL	Mid-Acadiana Broadcasting Corp., Kaplan, Mo.
WWCJ	Ethnic Public Broadcasting Foundation, Jackson, Miss.
KBVD	Ruidoso Broadcasting Co., Ruidoso, N.M.
WDNH-FM	WAEN Broadcasting Corp., Honesdale, Pa.
KEMM	Commerce Broadcasting Inc., Commerce, Tex.
	Existing AM's
WSUX	WSFD Seaford, Del.
WSLL	WSSL Centreville, Miss.
WRPQ	WBOO Baraboo, Wis.
	Existing FM's
KGFT	KARP Carpinteria, Calif.
WBEY	WAQA Grasonville, Md.
KEVR	KEVR-FM Espanola, N.M.
	Existing TV
KESQ-TV	KESQ Palm Springs, Calif.

Summary of broadcasting

FCC tabulations as of June 30, 1981

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,615	3	1	4,619	121	4,740
Commercial FM	3,322	2	0	3,324	170	3,494
Educational FM	1,105	0	1	1,106	66	1,172
Total Radio	9,042	5	2	9,049	357	9,406
Commercial TV						
VHF	521	1	0	522	6	528
UHF	242	0	0	242	109	351
Educational TV						
VHF	103	1	3	107	6	113
UHF	156	2	4	162	17	179
Total TV	1,022	4	7	1,033	138	1,171
FM Translators	8	0	0	8	16	24
TV Translators						
UHF	2,616	0	0	2,616	220	2,836
VHF	1,410	0	0	1,410	480	1,890

*Special temporary authorization

**Includes off-air licenses